

MINUTES OF THE ECONOMIC VITALITY ADVISORY BOARD

MAY 17, 2016

7:00 AM – Aspen Room

Community Center, 715 East Main Street

Town Administrator Reitter opened the meeting at 7:07 AM. She reported that the Board would be moving right to Appointment of Officers then start from the beginning.

Appointment of Officers

Reitter opened the floor to nominations. A board member nominated Matt Litvay who was not present due to his experience and temperament. Morgan thought McGowan would also be a good chair with his experience. McManamay felt that McGowan's speaking out on social media after the last meeting was pretty antagonistic and he felt the committee members should be responsible about what they put out there. What's Happening BV is a Facebook website and McGowan was not complimentary to the Trustees. Reitter felt McGowan should be present for the remainder of the discussion. As more members arrived, Assistant to the Town Administrator Emily Katsimpalis took the opportunity to introduce herself to the Board. Reitter reviewed the nominations of Litvay and McGowan. A Board member reviewed his comments for nominating Litvay and his concern of McGowan's antagonism toward the Trustee expressed on Facebook. He again remarked of his concerns of how the Board members interact publicly on social media and their responsibility to watch what they say and do. Reitter reminded the group that all Advisory Board members are ambassadors of Town. Katsimpalis reported that there is Advisory Boards and Commissions Manual that addresses conduct of members. Reitter stated that was sent out and would probably be discussed at the next meeting. There was additional discussion about conduct of members and then Reitter stated the expectation is that the Board members are ambassadors of Town and they don't have to follow a script per se when on social media, but the job is to weigh in on policy and projects that the Board of Trustees will consider. First amendment rights should be respected and board members should try to frame comments in a good or positive light. Trusty added that McGowan's post blurred the line when he talked about the first economic development meeting which may have led readers to believe that is how the whole board felt. Trusty reported that the Rec Board does not post on social media about processes or things going on in Town and they let the process work itself. He felt posts should be more informational. McGowan felt that Facebook was a great channel to listen to people and garner participation. Morgan agreed stating she felt townspeople's frustrations were that the Town does not tell them what is going on or give them a voice and social media is a great way for communications to happen and people to get involved. She also felt it should be done sensitively and appropriately. Reitter stated the Town does put information out in the newspaper, in utility bills on Twitter, on Facebook and the website and the canvassing is done on more important issues. McGowan felt the Town was missing the youth and even though the Town has gone into the schools he felt the young people were more comfortable communicating in a safer space. He stated the point was well taken about differentiating representations and that it was important to speak their minds but differentiate opinions were not in a formal capacity. Reitter refocused the group back to officer appointments. McGowan questioned why someone who could not make the second meeting was being nominated as Chair and also stated he did not want the Chair position. He then nominated Boyd as Chair stating Boyd would do a great job. Reitter clarified that the Chair helps to coordinate the agenda and runs the meeting. She added that the Chair would not be asked to go to other meetings. Boyd accepted the nomination to the Chair position. The motion for Boyd to Chair passed unanimously. Reitter stated that the nomination of Litvay as Vice-Chair position would be addressed at the next meeting.

CALL TO ORDER

Boyd officially called the meeting to order at 7:27 AM.

ROLL CALL

Board Members: Bryan Jordan, Gene McManamay, Marcus Trusty, Lucas Smith, Garrett McGowan, Liz Morgan and Jay Boyd

Trustee Liaison: Dave Volpe

Town Staff: Town Administrator Reitter and Assistant to the Town Administrator Emily Katsimpalis

AGENDA ADOPTION

MOTION: McManamay moved and Smith seconded to approve the agenda as presented. **Motion carried unanimously.**

APPROVAL OF MINUTES – April 28, 2016

MOTION: Smith moved and McGowan seconded to approve the April 28, 2016 minutes as presented. **Motion carried unanimously.**

PUBLIC COMMENT

There was no public comment.

BUSINESS ITEMS

A. Appointment Of Officers

Addressed at beginning of meeting.

B. Town Projects for 2016

Reitter stated that the Town is working on affordable housing which involves a land swap with BVSD to build a baseball/soccer field at the River Park exchange for the current field on Arizona. The Town is working on a low income tax credit project with Urban, Inc. for 42 units.

The Town is also working to recruit an airplane manufacturer at the Airport which would bring 10-20 jobs. The company is Fusion and makes Mustang airplanes. The Town should know in the summer if it is the selected site.

The Lariat on Main Street is almost finished with renovations and they have the first patio utilizing parking spaces.

The CDOT Highway 24 project is starting and is already 3 weeks behind schedule. Construction begins at the end of July for the reconfiguration overlay. The project has been added to the CDOT bidding schedule and they hope to award a contract soon. On May 24, CDOT will be holding a pre-bid conference at CMC to reach out to local contractors.

Smith felt that the EVAB should have input on the BV Peaks project as it could affect. BV Peaks is a campaign committee that is putting together a plan to put an issue on the November ballot to build a new Middle/High School.

Morgan asked if the affordable housing project was HUD housing. Reitter stated that Habitat for Humanity was part of the project for these rental units. It is a HUD program, but not Section 8 and the project will be owned by Urban, Inc. with the Town having first right of refusal once the tax credits expire so affordability can be maintained. It will be tailored to persons making 30-60% area median income. BV's median income is around \$40-41,000/household. After additional discussion regarding private versus public ownership, local versus outside development, profit leaving the community, and continued affordability Reitter added that Habitat for Humanity would also be building several duplexes which would allow for the mix of rental and home ownership.

McGowan inquired of Reitter and Volpe on the Town's goals and objectives of the Airplane manufacturer. Reitter stated that the Town does care about revenue, but with a company like this it is jobs and industry creation with leveraging of the Airport as an asset. McGowan inquired if the Town looked at job creation or a job brought in because there is a difference in the value. Trusty added that the Airport Board has been working to try and lessen the subsidy and something like this would create tax revenue and relieve subsidy of the Airport itself. Reitter agreed and stated the Town looks at anything than can be done to make the Airport more viable as an enterprise and these types of projects do have a large impact via hangar and ground leases as well as fuel sales. McGowan cautioned how projects are spun when potentially they are sold as job creation when they are actually revenue generators. Reitter stated his

company is working on a state incentive package which requires job creation requirements that are audited annually. McGowan stated that one of BV's challenges is that it is still a reactive community. He felt success stories need to be better highlighted. McGowan also stated his concern that decisions were being made with a great thought and effort, but that they were also being made in a haphazard and piecemeal fashion. He felt there was no structure which was also resulting in negative consequences such as gentrification and housing issues. One reason he volunteered for the EVAB was to help the Town start thinking about economic development in a more proactive way by coming up with clear objectives and a plan/strategy with criteria for assessing projects and clear measure for tracking the efficacy. He felt the biggest priority was giving the Trustees tools to do their job effectively

C. Economic Vitality Master Plan Grant Review

Reitter reminded that the grant was due May 28 and inquired about the Board's desire to apply. The grant program was reviewed for the Board's information. Trusty asked if Town Staff or the Trustees had specific thoughts on what the Town is looking for as far as advisement on specific areas. Volpe replied there had not been conversation on this and active recruitment and development of a culture to attract desired businesses would be ideal. McGowan stated a good Economic Development Plan does is come up on agreed upon objectives and goals. It is a framework for analysis that the Town agrees on and feels is important for weighing and prioritizing objectives. The document has value for political decision making and the more input the better the document/result. Boyd felt applying for the grant was a great idea and that the experience and smarts of the board members would allow them to find a consultant to give a satisfying result. A board member suggested that first the EVAB needed to decide what they were asking for and secondly provide oversight on the public input process. McGowan felt a detailed RFP could help identify clear deliverables for the consultant. He also felt it was important for the Trustees to be fully-committed to the plan and that it was important to learn from the past to determine what could be done better. Volpe stated that the Trustees have moved to a policy governance meeting and that this is a step in the right direction.

MOTION: Morgan moved and McGowan seconded to apply for the REDI grant. **Motion carried unanimously.**

Reitter stated that she would take this matter to the Trustees at their May 24 meeting for approval of the application. The grant process will take about 6 months and this will be a budget item for 2017.

D. Mission Statement Discussion

MOTION: McGowan moved and Morgan seconded to table this matter to another meeting and allocate a substantial amount of time for the discussion. No vote was taken but the Board generally agreed to table the matter

Boyd proposed that each of the members prepare their thoughts for the next meeting. Reitter suggested those be sent to the Town Clerk who could compile and send those out with the agenda and minutes. McGowan advised that they put key statements on notecards which could then be organized and aggregated into one statement. McGowan agreed to set up a Google Doc that the members could place their statements in for discourse. Members are to place their comments in the Google Doc by June 14.

E. BV Broadband Strategy Study Sub-Committee Development

Reitter reminded that at the last meeting there was some interest in this group weighing in on the Broadband Strategy project the Town will be starting on in the next month or so. She felt Broadband was definitely important to an economic development strategy. A board member asked what the marketing people felt Broadband meant and why it was important to economic development. Reitter stated that Chaffee County did a regional broadband study with a couple neighboring counties and when she read the study it did not do much for her because there were no specifics. She felt it was important that if the Town was going to go down the path of broadband development, someone specifically tell how it should be done and what was is best way to do it. Having access to high speed internet and having redundancy is important for residents and businesses. It is important for the Town specifically to support businesses that need hi-tech solutions. The Town is partnering with Colorado Central Telecom and Charter on grant

projects to help them expand/repair fiber. There is grant money available from the FCC and DOLA to help with the endeavor. The strategy is the issue – how is it needed, where is it needed and what is it going to do. Reitter inquired about interest of the committee members. McGowan felt input from other disciplines and stakeholders was important. Reitter replied those groups would also be included. After additional discussion related to stakeholders the group agreed they were interested in the subject matter and would wait until the study process takes place.

F. Town Advisory Boards and Group Invitation Discussion

Reitter reminded of the last meeting's discussion related to inviting different Town committees, boards and groups to come introduce themselves. Volpe stated that the Main Street group has asked the BV Peaks group to come present on the bond issue that may appear on the November Ballot. He stated that while everyone probably agrees it is important to build a new school for the kids, the issue has the potential of squashing the vitality that Main Street is just starting to feel when there is potential that the taxes will more than double for commercial property with the main portion of the tax burden falling to them. After additional discussion about potential impacts to commercial property and structuring of the debt, Reitter felt BV Peaks could present to the EVAB and other Main Street groups at the same time instead of making multiple presentations.

Boyd inquired about future commercial developments being invited to speak to this group. Reitter stated that land use applications follow a specific process under the Town Code and they are not required to go before the EVAB, but invites could be extended. Trusty clarified that if something unusual was going on that affected businesses could come tell this group what is going on and why. Reitter felt the Staff could communicate what is going on and the Board as a whole could decide to extend an invite. The group briefly discussed development criteria and the ability of the Town to deny a development application and Reitter informed the group that the Town code sets forth the criteria and as long as an application meets the criteria the Board cannot deny the application. She also informed the group that they could look at regulations and criteria if they wanted to.

STAFF/COUNSEL REPORTS

The Board discussed the meeting schedule and decided to continue meeting on the 3rd Tuesday of each month at 7:00 AM for 90 minutes. Reitter stated the Town Clerk would be at the next meeting to take minutes as the secretary.

ADJOURNMENT

MOTION: McGowan moved and Morgan seconded to adjourn the meeting at 9:05AM. **Motion carried unanimously.**

Respectfully submitted:



Jay Boyd, Chair